

97. (Amended) The method defined in claim [91] 95 wherein the step of taking the targeted action further comprises the step of automatically presenting the user with an opportunity to set a program reminder that is based on the user's interests.

Amended.
98. (Amended) The method defined in claim [91] 95 wherein the step of taking the targeted action further comprises the step of offering a pay-per-view event for purchase to the user that is based on the user's interests.

REMARKS

These amendments correct the inadvertent misnumbering of several claim dependencies. An early and favorable action on this patent application is requested.

Respectfully submitted,

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